

JAMES J. HILL IN SHARP COMMENT ON NEWSPAPERS

Railroad Man's Ideas as to the
Mission of the Daily
Press.

MOLD FATE OF GREATEST BUSINESS PROBLEM

In an address on "The Publisher and His Public," prepared by James J. Hill, president of the Great Northern Railway, and distributed at the twenty-ninth annual dinner of the American Newspaper Publishers Association, Mr. Hill outlined his conception of what the highest form of newspapers should be and expressed the possibility that some day perhaps "the idea of taking the tariff out of politics and confiding its regulation to a commission of experts will be realized."

"The publisher," Mr. Hill said, "has been engaged from all time and is still engaged in the most doubtful, elusive and disappointing of all researches—that of trying to find out exactly what it is that the people want. If the formula for that could be discovered the publishing business would be as simple as the compounding of a patent medicine according to its time honored recipe."

Public Wants the Straight Truth.
"The hidebound Republican wants matter with a strong Republican tinge and the rookribbed Democrat demands a strong Democratic shade. So far it is plain sailing. But there are a lot of people, growing more numerous every day, who demand matter as truthfully impartial as it can be obtained and stated, who will not use the colored report at any price if they can get one transparent and flawless. Now how is the same instrument of publication to serve all three acceptably? How is it to keep them all on its subscription list? How is it to give these three types 'what they want'? For the things they want are contradictory and mutually destructive."

Mr. Hill said that the mixed demand—this absence of any uniform criterion of what the public actually wants—is the recognized and universal problem of the newspaper.

"A good many of those who pretend to be anxious only to give the public what it wants," he added, "are actually engaged in the deliberate corruption of the people's modes of thinking and the active preservation of the people's taste."

As for the "increase of sensationalism," he said: "The worst of it is that in pandering to the least worthy element among readers, that element is steadily increased by the food given to it by the education of others in a more or less depraved taste."

Newspapers and the Tariff.

"One exercise of the admitted influence of the newspaper upon public opinion, foreshadowed by current events," Mr. Hill continued, "seems worthy of mention here. No one accustomed to read the signs of the times can fail to see that a determined effort will be made to give the tariff the leading place in the next national campaign. I refer, of course, not to any readjustment of any particular items, which experience may have shown to be out of proportion to the rest or unsuited to existing business, but to an effort to secure another general revision on an ascending scale of rates. Upon the attitude of the newspapers, which are now being felt out, will depend its fate. Is it not the province of you gentlemen to consider this matter dispassionately before you follow the dictum of any leader?"

"What share, if any, of the business difficulties of the country is due to recent changes in the tariff cannot be determined. We know, on the other hand, that unfavorable effects have been produced by legislative attempts to hamper business and by the economic and financial revolution due to war abroad. That the country can live and thrive under the existing tariff is clear to all. As for the purely political aspect, which no truly patriotic man ought to approve, a reopening of the whole tariff question with a view to the restoration of practices that brought disaster and look only toward an increase of prices and be justified only by a promised increase in wages."

Tinkering Means 2 Years of Doubt.

"Experience has shown that every general reconstruction of the tariff, whether for better or for worse, means at least two years of doubt, hesitation, bad business. The eternal seesaw of tariff ups and downs costs the country more than it would to live quietly under a bad tariff system. Some day, perhaps, the idea of taking the tariff out of politics and confiding its regulation to a commission of experts will be realized."

"In the meantime, while there may be some mistakes to rectify and some items to be rewritten in the light of stupendous trade changes that have occurred, arbitration for any wholesale tariff overturning must be bad for everybody, and for labor worst of all. The reason for expressing these views here is that, if the newspapers of the country make it plain that they will disapprove such a movement, which can have only a political motive and only unfortunate industrial consequences, the attempt will be abandoned. It seems to me that here lies the opportunity for you to perform a great public service and to rise still further above the bog of blind subservience to party, which has been the bane of the press of the country and of every age."

Big at Some Sunday Issues.

Taking up the subject of the newspapers of to-day and referring to Sunday issues "that aim to be a newspaper, an athletic club, a library, a kindergarten, a scientific institute and a cabaret show all at once," Mr. Hill said:

"In a word, such a thing as the universal newspaper, which appears to be the generally accepted model because of a desire to make the circulation list as complete as possible, is an impossibility. The attempt to make it results often in a sort of bodge-podge, where tastes are more or less disappointed and denied, in a uniform grayness, instead of artistic light and harmonious combinations of color; in dulness where serious thought is desired, cheap vulgarity where human interest is called for, mechanical mixtures instead of chemical combinations."

The Ideal Newspaper.

"The highest form of newspaper would consist of a very concise summary of the daily news of the world, distilled solely by absolute accuracy in fact and statement. It would deal only with happenings of really general bearing on the common life, which seems to be a fair working definition of that scapegoat word, 'news.' It might be small in size, easy to run over in fifteen or twenty minutes by the busy man, with just such comment as should carry the necessary explanation and connection of the current event with historic fact, past or present. For such a newspaper there is

PLANS LAW TO END QUACK SYNDICATES

County Medical Society Is Preparing Death Blow for Bogus Doctors.

To clear New York city and State forever of fake doctors and fake museums and similar fraudulent medical enterprises the County Medical Society will shortly launch an extensive campaign for the enactment of sweeping legislation which is to deal a death blow to the powerful financial combine said to be backing the statewide "get cured quick and cheap" system that was uncovered by the raids on bogus medical institutions last Wednesday.

This proposed new legislation, now being tentatively drafted by George W. Whiteside, counsel for the County Medical Society, aims to do away with the four principal weak spots in the medical profession that have made it possible for a gigantic syndicate to take close to \$1,200,000 from ignorant inhabitants of the foreign settlements in twenty big cities.

The legal body blow to be dealt the bogus doctors and institutes, Mr. Whiteside explained yesterday, will consist in the proposed enactment of a statute that will make it unlawful for any person not a licensed physician to share directly or indirectly in the profits of an operation performed or treatment given by a medical office.

The three other measures which Mr. Whiteside asserts will purify the medical profession are:

First—The full name must be displayed on a doctor's sign. He cannot simply call himself "Dr. Smith" and have scores of "henchmen," with as many individual "Dr. Smith" signs as many different offices, represent him, leaving the ignorant patients in the dark as to who is really their "savior" with the "infallible cure."

Second—Where more than one physician is practicing in any office each name must be likewise displayed.

Third—Official certificates of each physician must be displayed in the office.

CHINATOWN'S LEADER HAS WESTERN FUNERAL

Gim Gum, Head of On Leong Tong, Buried in Fitting Manner by Brethren.

His brothers of the On Leong Tong buried Gim Gum, their dead leader, in fitting manner yesterday afternoon. Never has Chinatown seen such a funeral, with 135 coaches in the cortege, and every mourner in black American clothes.

The only Oriental touch was the Chinese band that blended its cymbal, gong and horn music, with the dirge of an American band. The entire ceremony was Occidental. The Rev. John R. Henry, pastor of the Church of All Nations, conducted a short service in the basement of 16 Mott street. There the body of Gim Gum lay in state, surrounded by great masses of flowers sent by the On Leong Tong, the Chung Wah Goong Shaw or Merchants Association, and by many white friends the Chinese diplomat had made.

The cortege was led by Charles Beeton, who probably will succeed the dead leader, and Yip Suey, his partner. They came the American band and ten coaches filled with flowers, one piece an empty chair. Following the flowers rode a distinguished assemblage of dignitaries of the On Leong Tong from all over the country, summoned by Gum's death from their convention in Philadelphia. With them rode Tom Lee, the venerable Mayor of Chinatown and Gum's predecessor in leadership of the tong. Next came the hearse, the casket covered with a great ball of red and white roses, the tong colors, and the Chinese band and 300 black badged On Leongs afoot followed. Then came more carriages.

Those who have predicted that Gum's death would end, temporarily at least, the feud between On Leong and Hip Sing, pointed yesterday to five carriages filled with Hip Sings, and remarked that when the cortege passed through Pell street the Hip Sings removed their hats. Such things would have been impossible a few years ago.

At the grave in Evergreen Cemetery there was no Chinese ceremony, simply a short prayer.

PURCHASES MADE BETWEEN NOW AND MAY 1ST, BILLED JUNE 1ST

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Anticipating every requisite for the Summer sojourn at the Country Home—Newport—Tuxedo—Naragansett Pier and other fashionable seaside or mountain resorts.

For Garden Parties—Golf—Tennis—Motor Wear—Week-End Outings—Exposition Tours, etc.—as well as apparel of the most elegant nature for City Wear, Spring Weddings, and Social Functions.

Commencement Dresses

of marquisette, organdie, net and batiste—\$45, \$65, \$75
Misses' Party Frocks at \$35 and \$45.

Wedding Gowns

Callot's latest idea introducing the white satin detachable bolero with its court train, to be worn over a foundation frock of white crepe-chiffon combined with lace—which may momentarily be converted into an adorable dancing frock with detachable colored girdles.

Other equally attractive designs.

Summer Afternoon Gowns

of printed and striped chiffon or Georgette crepe, silk marquisette, soire silk, foulard, and Venetian stripe silks, including the very new Princess models—\$65, \$95, \$125, \$145

Service Frocks and Robes Tailleur—of cloth and silk in very new effects—\$35, \$45, \$55, \$75

Summer Wraps

Of satin, moire, cascade d'eau, satin d'amour and silk poplin—\$55, \$65, \$75, \$95.

Also luxurious styles, trimmed with featherweight Furs

WE HAVE ARRANGED FOR MONDAY

A Readjustment of Suits

at \$35 \$45 \$50

Formerly \$50, \$58, \$65 to \$75.

Street, travel and outing styles,

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Demi-Costume Suits—\$65, \$75

of Silk and cloth—Formerly \$85 to \$95.

Imported Models—to \$295—at \$95

French Salons—Fourth Floor

Coats for Town, Country or Tourist Wear

in new circle-flare styles—Costume Coats in suit effects from designs by Jenny—crepe shantung, grass-stripe taffeta and Punjab tourist coats—Steamer Styles of fashionable Scotch mists and sponge-cloth—Outing Styles in smart vivid shades—\$35, \$45, \$55, \$65. Misses' Coats, at \$25, \$35.

Fashionable Millinery

Late Ideas from Paris—and London

(and from our own clever artists)

Introducing Hats of suede with hemp facings, Lace-edged "Corday" Hats—Straw-crowned crepe Hats—Mushroom Hats—Sectional-brimmed effects. Hats with "curtained" trimmings as well as a host of smart styles for country wear.

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INDIVIDUAL SUMMER PARASOLS

NOVELTY CANES

TULLE AND OSTRICH RUFFS

TEA GOWNS—NEGLIGES

FRENCH NOVELTIES

SUMMER FURS



Here's the Announcement That the Entire Shopping Public Has Been Waiting For: Receivers' Sales Will Begin Tomorrow Morning at 9 o'Clock at Greenhut's

Everything is in readiness. Preparations have been going on—but this announcement could not be made earlier, because of inventory. Recent events have made it necessary to convert existing stocks into cash without undue delay, and at very considerable profit sacrifice.

Every Department in our two mammoth buildings joins in this most-sensational-of-all sales.

This is a bona-fide buying opportunity, such as has never been known in the history of New York retailing.

It is quite impracticable—quite impossible—to list the specials which will greet the shopping public here tomorrow, even in an entire section of a newspaper; for the simple reason that REDUCED PRICES WILL PREVAIL IN ALL DEPARTMENTS. Consequently, whatever you need for now or Summer can be purchased here at greatest economies.

Women's & Misses' Suits, Wraps, Furs, Costumes, Waists, Skirts—Girls' & Juniors' Coats, Dresses, Suits—Wraps & Tea Gowns—Infants' Wear—Undermuslins—Corsets—Silk Petticoats—Bathing Suits—Hosiery & Knitted Underwear—Shoes—Trimmed Millinery—Ready-to-Wear Hats—Untrimmed Millinery—Flowers, Feathers & Novelties—Lace Robes, Laces & Embroideries—Trimnings—Ribbons—Veilings—Ladies' Neckwear, Collars & Cuffs—Handkerchiefs—Gloves—Dress Goods—Silks & Velvets—Wash Goods—Linings—Fancy & Domestic White Goods—Blankets, Comforters—Art Embroideries—Umbrellas—Leather Goods—Notions—Hair Goods—Men's & Boys' Clothing, Hats & Caps, Men's Furnishings—Jewelry, Silverware, Clocks—Books—Sporting Goods—Automobile Supplies—Cameras & Photo Supplies—Artists' Materials & Pyrographic Outfits—Stationery & Office Supplies—Toys—Trunks—Baby Carriages—New & "Used" Pianos, Player-Pianos & Music Roll Cabinets—Sheet Music & Musical Instruments—Sewing Machines—Horse Goods—Drug Sundries & Toilet Articles—Groceries, Wines & Liquors—Conservatory Specials—Furniture & Bedding—Carpets, Oriental & Domestic Rugs—Linoleums—Oil Cloths—China & Glass Ware—Lamps & Lighting Fixtures—Art Bric-a-Brac—Curtains, Draperies—Framed Pictures & Oil Paintings—Refrigerators—Wooden Ware—Enamel Ware—Aluminum Ware—Tin Ware & All Other Kitchen Supplies—Garden Implements, etc., etc., etc.

We shall have extra and competent help to serve you. But early choosing means shopping comfort for you and assistance to us in deliveries, etc. These amazing sales of most wanted, most desirable merchandise of every description are instituted by order of the Receivers.

Notice to Charge Customers

All charge purchases made during the remainder of the month will be entered on bills rendered JUNE FIRST.

And if you are not a charge customer, we make it easy for you to become one. Full details at the Charge Office, Main Building, Balcony

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